

Cyber Bullying Positive Practical Solutions for Schools

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HT ... S^

DIKU?

You'll get TMG8I but it WFM.
C&G.

At the EOMMI'll MUSM.

TAFN ☺

HT (hi there) ... S^ (S'up)

DIKU? (do I know you?)

you'll get TMG8I (too much great information) today

but it WFM (works for me). C&G (chuckle and Grin)

At the EOMM (end of my message)

I'll MUSM (miss you so much)

TAFN (that's all for now)

The triple 'C' of risks online...

- **Content risks** accidental or deliberate (suicide, anorexia etc or Dora Sexplorer, hotbot-hotbod)
- **Contact risks** – strangers and bullying
- **Confidentiality risks** – invasion of privacy, hacking

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How would you rate your school in terms of what is being done to reduce cyber bullying and build social skills?

10 – doing everything possible

5 – doing some things, piecemeal

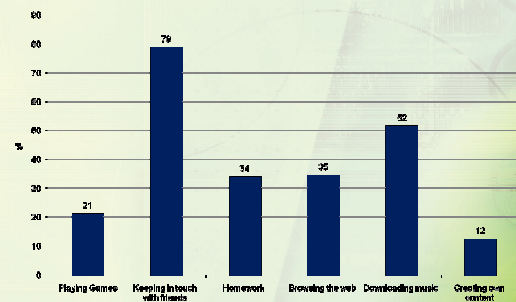
1 – doing nothing



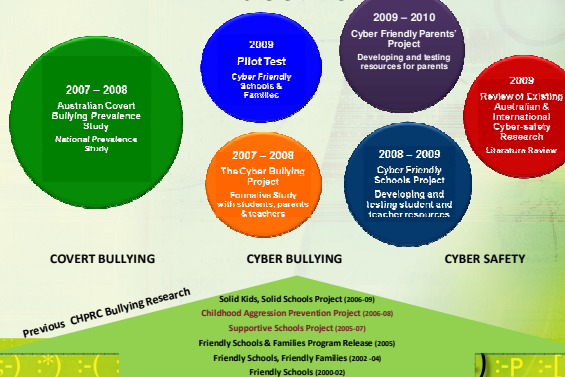
What's important to you in your digital world? (multiple response)

- A. Playing Games
- B. Keeping in touch with friends
- C. Homework
- D. Browsing the web
- E. Downloading music
- F. Creating own content

What's important to you in your digital world?



Current cyber bullying research projects conducted by the CHPRC



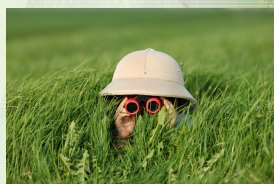
Australian Covert Bullying Prevalence Study (ACBPS)

- ☒ Literature review
- ☒ Secondary data analyses
- ☒ Formative research
- ☒ Quantitative research
- ☒ Education system-level review

Formative process: student voices

- Essential prelude to the development of the quantitative survey instrument.
- Listened carefully to what students said about cyber bullying to understand their conceptions of the phenomenon.

[Student voices DVD clip](#)



Australian Covert Bullying Prevalence Study (ACBPS)

- Cross-sectional survey
 - Stratified by state,
 - location (metro, non-metro),
 - sector (govt, CEO, Independent schools), primary/secondary
- 106 schools (55 primary and 51 secondary)
- 7,500 student respondents (10,000 approached)

Australian Covert Bullying Prevalence Study website:

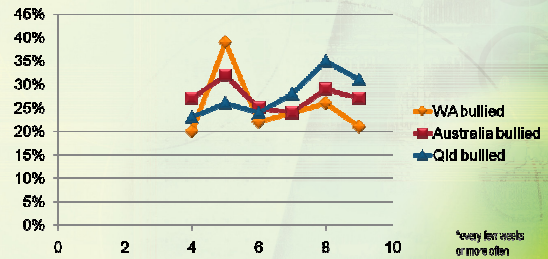
<http://www.deewr.gov.au/Schooling/NationalSafeSchools/Pages/research.aspx>

Sample demographics (n=7,418)

- 52% female
- 63% non- government schools
- 64% metropolitan schools
- 13% WA
- 16% (mean) for each Year level 4 to 9

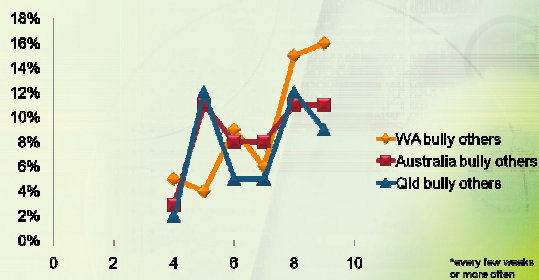
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% report being bullied* (any type) Grades 4-9



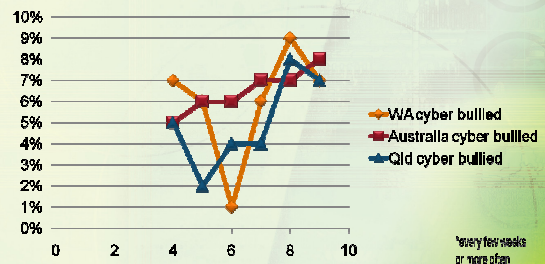
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% report bullying others* (any type) Grades 4-9



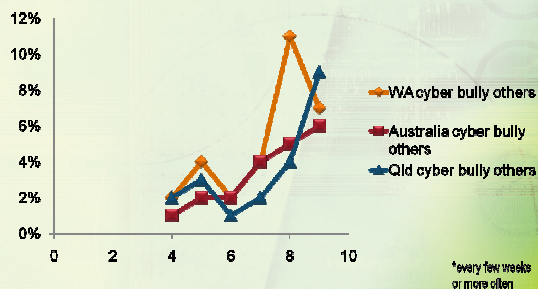
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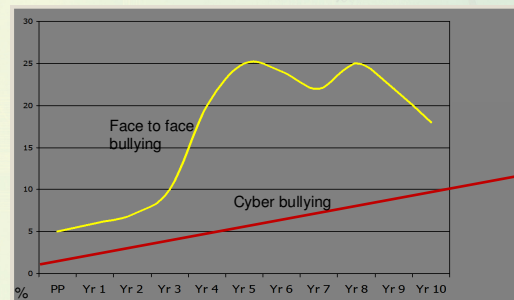
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% report cyber bullying others* Grades 4-9



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Australian prevalence X age



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Cyber bullied - specific behaviours (every few weeks or more often)

	Year 4	Year 5	Year 6	Year 7 - Primary*	Year 7 - Secondary*	Year 8	Year 9	Total
Sent nasty messages on the internet	6.6%	8.3%	8.3%	6.0%	17.6%	15.7%		28.6%
Deliberately ignored or left out of things over the net	6.0%	3.5%	8.4%	10.8%	15.5%	18.5%	15.4%	11.2%
Sent nasty text messages or prank calls to your mobile phone	1.9%	6.2%	4.8%	2.7%	7.3%	13.7%		19.6%
Sent threatening emails	4.3%	10.0%	4.8%	4.1%	6.1%	6.3%		21.7%
Used your screen name or passwords	2.5%	11.0%	10.6%	1.3%	6.6%	9%		10.4%
Posted mean or nasty comments or pictures on websites	1.9%	2.2%	5.0%	3.4%	21.2%	4.2%		10.6%
Sent your private emails, messages, pictures or videos to others	2.2%	4.6%	1.9%	1.0%	2.8%	2.3%		8.8%
Sent mean or nasty messages or pictures about you to others mobile phones	.9%	2.1%	1.4%	.1%	3.7%	.6%		10.6%

Highest rates by grade level highlighted

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Used your screen name or passwords	2.5%	11.0%	10.6%	1.3%	6.6%	.9%	10.4%	6.4%
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Who's at highest risk - according to how these behaviours are measured...?

Ways of measuring cyber bullying	Highest rates of being bullied	Prevalence rate across Grades 4-9
combined global and specific behaviours	Males; Govt schools, metro area	10.3%*
yes to any of the specific behaviours	Females, Non-govt schools and non-metro area	7.3%*
Global	Males, Non-govt schools and non-metro area	4.5%*

*every few weeks or more often

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Students who are cyber bullied are...

- **13 times more likely to be bullied OFFLINE**
- 4 times more likely to cyber bully others
- Twice as likely to
 - have their own mobile phone
 - face to face bully others
- Nearly twice as likely to
 - report poor school grades
 - have wireless internet at home

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Students who cyber bully others are...

- **18 times more likely to bully others OFFLINE**
- 4 times more likely to be cyber bullied
- Nearly 3 times more likely to have their own mobile

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Coexistence of bullying behaviours

- 83% of students who bully others online, also bully others offline.
- 84% of students who were bullied online were also bullied offline.

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Summary of major prevalence findings

- Vast majority of Grade 4 - 9 students reported they had not experienced cyber bullying.
- Slightly higher rates were found among secondary students and students from non-Government schools.
- Differences were found in each age group regarding the mode of technology most prevalent for cyber bullying.
- More internet-based bullying through social networking sites was reported than through mobile phones, especially as students get older.
- Cyber bullying appears related to age (or access to technology), with older students more likely to engage in cyber bullying than younger students.

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What do we need to do to respond to cyber bullying behaviour?



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Mobilise young people...

Bystanders...

- Approximately 20-30% of students actively assist or reinforce the bullying, another 20-30% will be outsiders, and less than 20% of students intervene as defenders of the student being bullied
- Younger students are more likely to intervene
- Girls are more likely to intervene than boys

Rationale for engaging bystanders

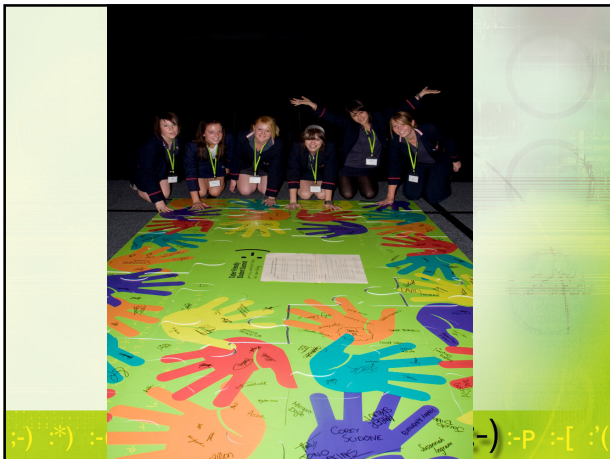
- The majority of peer interventions are effective, with the bullying stopping within 10 seconds of peer intervention (Hawkins et al., 2001)
- Reconciliation occurred when bystanders intervened and less when teacher intervened. (Fujiwara et al, 2005)
- Students who are 'defended' are better adjusted, and report less peer-reported victimisation one year later (Sainio, Veenstra, Huitsing, & Salmivalli, 2009)

Bystanders "can be part of the problem or part of the solution"



**DECLARATION
FROM YOUNG
PEOPLE AGAINST
CYBER BULLYING**





"The summit was amazing, because it was the first time teens got the chance to say what should be done, instead of adults."



"I thought it was a great way for all the schools to unite and share their opinions on the effects and the prevention of cyber bullying."

Actions to be taken

- Reduce cyber bullying in the places where youth communicate and spend time.
- Take action to prevent cyber bullying by providing ongoing learning that can begin at a young age.
- Educate and skill adults involved with youth to promote respectful relationships and prevent all forms of bullying.

Actions to be taken

- Involve youth in research and education to find the best ways to help all members of the community deal with cyber bullying.
- Provide ongoing media and education messages to help everyone reduce bullying.
- Be supportive, be someone to talk to.
- Establish a Cyber Friendly Student Reference Committee.

TAFN – from me...

